



19 May 2022

# Creativity in PR: How Storytellers Develop Great Campaigns


Hill+Knowlton Strategies Thailand

- What is PR + Creativity's role in today's communications?
- Creativity process
- Showcase
- How to prove creativity works




# What is PR + Creativity's role in today's communications?



A young woman with brown hair, wearing a white sleeveless top, is sitting in a wooden chair and smiling while looking at a white smartphone. The background is a bright, out-of-focus indoor setting with a window and some greenery.

**To drive behavior  
through creativity;  
ensuring people  
engage with, discover,  
or buy (into) products,  
philosophies or brands.**



The background of the slide is a photograph of a crowd of people at night, seen from behind, looking up at a bright display of fireworks or light art in the sky. The lights are in shades of blue, green, and white, with a bright orange and yellow glow at the base of the display. The silhouettes of the people in the foreground are dark against the bright light.

**Creativity is the  
superglue between brand  
purpose, strategy and execution.**



# Creativity Process





**As consumers, we are bombarded by more messages than ever before.**

**To cut through the noise, brands need to better understand user behavior and build strategies aligned to how their audiences consume information.**



Better understanding your audience

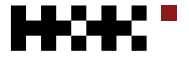
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Detailed audience  
understanding starts by  
defining exactly **who**  
**we're looking to speak to.**



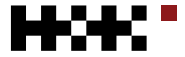
From there, seek to understand three core areas



**Who influences them?**

From there, seek to understand three core areas

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**What are their passions?**



**Where they spend time?**





# Showcase





# ***MAHASAMUT***

Earth Appreciation



# THE TASK

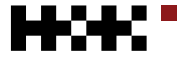




# INSIGHTS OF OUR AUDIENCE



# Highlight activities





THE  
RANGER FOR *HER*  
*Ford*





- **Improve female pick-up truck intenders' opinion of Ranger brand through emotional connection, i.e., “Live the Ranger Life Values”**
- **Showcase quality and performance capabilities, as well as fun-to-drive nature, of Ranger brand.**



- **Ranger women are Masterful, Self-Reliant, and Confident.**
- **Their fulfilment comes from working hard and taking responsibility for those around them.**
- **They are proud to be part of something bigger than themselves.**
- **They tend to have strong interest in the welfare of humans, animals, and the environment.**





## LEVERAGE RANGER VALUES TO DIRECT + DRIVE EXPERIENCE

Educate audience on the meaning of “Living the Ranger Life” and its values through a CSR mission, which further highlights how the vehicle’s performance helps to successfully achieve it.



## ENGAGE WITH ICONS

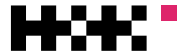
Select the right influencer who shares the same values as Ford Ranger to help resonate the ‘Live The Ranger Life’ philosophy, as well as amplify the Ford Ranger mission, and drive a favorable opinion for the Range brand among female consumers.





# Drive with the Mission





## CAUSE

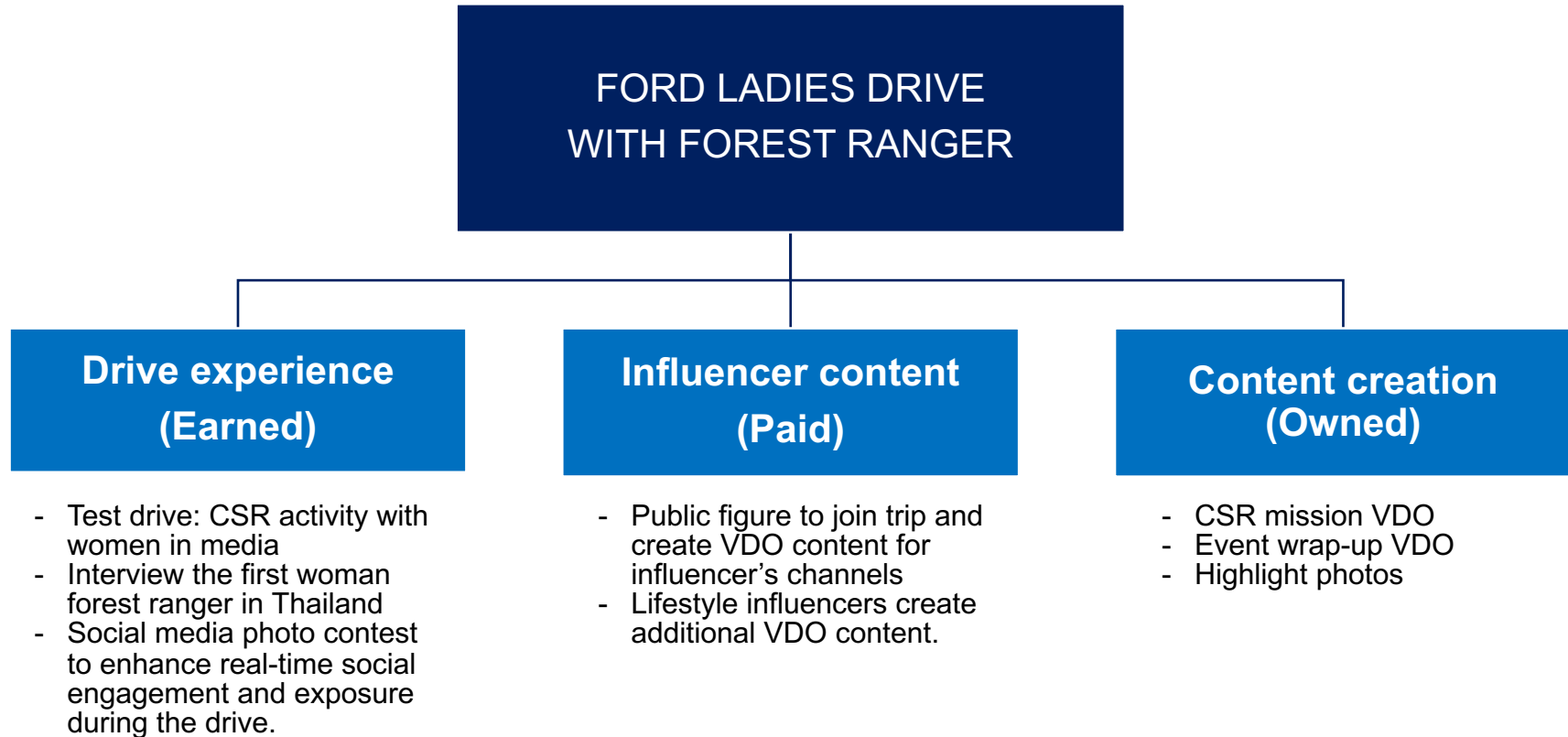
- While the world was fighting the COVID-19 pandemic, the North of Thailand faced its worst wildfire in history, which not only caused land and environmental damage but also took the lives of animals, firefighters, and local villagers.
- Further, air quality and PM 2.5 levels in some Northern cities during the incident were among the world's worst, driving the wildfire into the public agenda.



# CAUSE

- Forest rangers put themselves at risk daily, working in remote and dangerous wilderness, under a wide range of threats that could potentially cause serious injury – even death – while only earning a small income. Forest fire is one of the highest risk scenarios for them.
- These heroes include many women dedicated to this high-risk work, much like their male counterparts. **These heroines bravely patrol deep in forest areas to protect the country's natural treasures, without certainty of what will happen,** and are an inspirational example for many women to live meaningfully for others – representing the values of **“Live The Ranger Life.”**







## Highlight Activities





# 1.33M

**VDO VIEWS**

# 3

**MILLION  
REACH**

# 18

**WOMEN MEDIA  
JOINED THE TRIP**

# 71

**COVERAGE  
ALL CHANNELS**

# 100%

**POSITIVE  
TONALITY, MESSAGE  
INCLUSION, ACCURACY**

"I am very grateful to join this amazing trip with real experiences to put out wildfires, as well as a true on-and-off-road journey with the Ford Ranger, which was able to take us to incredibly breathtaking places.

I learned that "Think we can't, but actually can help" was our motto for the trip, where we had the opportunity to help and support firefighters."

***Tadsaneeya Kraisirideja,  
Autospinn***



# Making Olive oil and Bertolli famous in Thailand



**To drive acceptance of the Olive oil category in Thailand and position Bertolli as the market leader.**



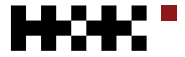
# Olive oil represents less than 1% of Thailand's edible oil market.

- The edible oil market is **abundant with competitors**, particularly those that are locally-grown, and priced at an average of **4x cheaper**. Have been used almost exclusively in Thai cuisine for generations.
- There is a longstanding belief among Thai consumers that **olive oil cannot be utilized for Thai cooking** or heated to high temperatures.
- Italian cuisine has a narrow following in Thailand and a limited Italian immigrant population.





# Our strategic approach: Connect, Engage, Drive Choice



## EDUCATING CONSUMERS

Dispel myths and help people understand the premium taste, health benefits, and quality of olive oil.



## BUILDING LOCAL RELEVANCE

Curate Social Media influencers ('lifestyle masters') to seed out the compatibility of olive oil and Thai food



## CHANGING PERCEPTIONS

Reinvent Thailand's Olive oil category with an integrated approach to communications with digital and social at the core, and supported by media engagement, consumer activations, events, videos and competitions

# Storytelling through video and creative visuals



## Viral 'Social Experiment' Videos



## Creative Visual and Infographic



## Digital +Social content

Brought olive oil to the Thai consumer and established a social media presence for Bertolli

# Measuring business results & sentiment towards campaign



After five months of the campaign, we measured Thai consumer sentiment towards Olive Oil:



**+59.4%** Thai consumers agreed olive oil can cook Thai cuisine.

**78.7%** say 'health benefits' of olive oil is most likely purchase reason



**+18.8%** now used Olive Oil as primary cooking oil.

Thailand Consumer survey; Bangkok. June 2017. 100 Thai consumers.

**Market Share  
Growth in  
Thailand Retail  
Olive oil Market**

**+10%**

**Sales increase  
by December'17**

**+10%**







# ENLIGHTENMENT TRAILS

FOR THE 17 UN SUSTAINABLE  
DEVELOPMENT GOALS (SDG)





- The 17 UN Sustainable Development Goals (SDGs) were launched in September 2015 with the aim to eradicate poverty, combat inequality, and halt climate change by 2030. These goals have guided Norwegian development aid policy ever since.
- A year after the launch, a survey found that only 35% of Norwegians knew that the 17 goals even existed.
- This is a major challenge for Norad – the Norwegian Agency for Development Cooperation.



**Norad wanted to increase  
awareness of the SDGs  
across the entire population  
of Norway by 10%**

**A monumental task!**

**Norwegian digital channels were filled with campaigns and information related to sustainability.  
The message was not cutting through.**



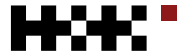
**How can we connect a campaign about the future  
to something that all Norwegians love  
and appreciate right now?**



## Our solution

- H+K Norway chose to focus on **Norway's hiking culture - *Turkultur***.
- *Turkultur* is a big part of Norway's national identity with **the spirit of cooperation and fellowship** at its core.
- As a people, Norwegians are normally quite shy and reserved – but when they head out into the mountains, they become more friendly and inviting to those around them. They greet one another, smile and help those in need.





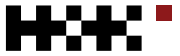
**To bring the entire country on board, the team decided to harness the spirit of *turkultur*.**

**H+K Norway created the world's first sustainability summit on actual summits – mountains all over Norway.**

**And to enlighten Norwegians, they did it at night with the 'Enlightenment Trails'.**







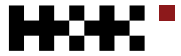
- Together with Norad, Tinn Municipality, The Norwegian Trekking Association and the people of Rjukan, the team created a **4,4 km long illuminated trail** to the top of Gaustatoppen (1,883 meters) – Norway's most beautiful mountain.
- The trail consisted of **17 unique light installations** – each representing one of the **UN sustainability goals**.
- The team **collaborated with several influencers and target groups**, from musicians, TV personalities, and famous wildlife and lifestyle bloggers to business owners, politicians, and the public.





## Campaign results (2016-2019)

- **55,000 participating hikers** across the country.
- **Bloggers, musicians, UN agencies, and even the Prime Minister** shared the campaign's messaging.
- **Coverage generated in all major national media outlets** across all platforms – social, digital, TV, and print.
- **Over 11 million views** of event films on social media – twice the population of Norway.
- Films also **showcased at several “ordinary” SDG summits**, including the UN for Global Goals week.



**Significantly, awareness of the 17 UN SDGs  
increased by 17% in Norway.**

**Today, 52% of Norwegians know  
the Sustainable Development Goals exist.**

- **Social shares**
- **Campaign recall**
- **Campaign response rate**
- **Brand consideration**
- **Brand preference**
- **Purchase intent**
- **Revenue increase**





# Thank you

Hill+Knowlton Strategies